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## NEWS RELEASE

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### **Boys & Girls Clubs of San Dieguito meets all 20 Better Business Bureau Charity Standards**

Solana Beach, Calif. (October 28, 2014) – The Boys & Girls Clubs of San Dieguito is a new member of the Better Business Bureau (BBB) and meets all 20 BBB Charity Standards. The BBB Accredited Charity seal carries a lot of meaning for both donors and charities.

Only organizations that come through a review with a “meets standards” conclusion are eligible to participate in the seal program. The accredited seal demonstrates an organization’s commitment to accountability and ethical practices, the values that donors are looking for. This commitment is all the more credible when it is verified by the familiar and respected BBB. The BBB Standards are a comprehensive set of best practices for how businesses should treat the public in a fair and honest manner.

“Charities that display the BBB Accredited Charity Seal can do so with pride,” says Sheryl Reichert, President and CEO of Better Business Bureau serving San Diego, Orange and Imperial Counties. “Not only are they attesting to their organizations’ adherence to sound standards, they are helping to increase donor confidence and strengthen public trust in giving.”

“Displaying the BBB Accredited Charity Seal is a prestigious honor”, stated David H. Crean, President & CEO for Boys & Girls Clubs of San Dieguito. “BBB sets standards for ethical business behavior and monitors compliance. They sets standards for and evaluates the practices of thousands of charities so that donors know where their money is going. I am proud to say that our organization meets the rigorous standards set by BBB and helping people make smarter investment decisions to meet fast changing marketplace needs.”

For donors, the appearance of the seal in a charity’s mailings, on its website, in newspaper and magazine advertisements or elsewhere is a clear and concise sign to show that the charity meets BBB Wise Giving Alliance’s *Standards for Charity Accountability*.

Donors may not know, though, that for charities, putting the seal in their materials is the culmination of a demanding process. Before charities can even apply to use the seal, they must undergo evaluation by BBB, the nation’s most experienced charity evaluator. And the evaluation process is anything but superficial. It involves rigorous scrutiny of a charity’s governance, effectiveness, finances and solicitations and informational materials. The standards go beyond what government regulators require.

To check the report on the BBB site for Boys & Girls Clubs of San Dieguito, please go to our website at <http://bgcsandieguito.org> or <http://www.bbb.org/charity-reviews/san-diego/children-and-youth/boys-and-girls-clubs-of-san-dieguito-in-solana-beach-ca-39086>.

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### **About Boys & Girls Clubs of San Dieguito**

The Boys & Girls Clubs of San Dieguito, founded in 1966, is a non-profit organization dedicated to providing positive activities to develop the education, health, self-esteem and character of youth. Today, the organization is one of the most successful Clubs in the country serving more than 20,000 youth in the San Dieguito community to include Carmel Valley, Del Mar, Encinitas, Solana Beach and Eden Gardens. Our various branches offer exceptional programs for youth to include:

- Personal development through Core Program Areas
- Clean facilities with dedicated, caring staff members who provide a safe environment for youth
- Quality after-school programs and activities at affordable prices
- Diverse summer camps to fit the needs of all campers
- Innovative specialty programs in academics, music and arts, athletics, volunteering and healthy living

For more information on Boys & Girls Clubs of San Dieguito, please visit us at [www.BGCSanDieguito.org](http://www.BGCSanDieguito.org)

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